

Larson Dental Streamlines Payments with the Open Dental + PaySimple Integration

LARSON DENTAL

MINNEAPOLIS, MINNESOTA

Larson Dental is a fourth-generation dental practice that has been serving thousands of Minneapolis-area patients for over 100 years. With two partners, an associate dentist, six hygienists, and five front-office personnel, Larson Dental's 20-strong staff serves customers with professionalism and care.

When Open Dental introduced its PaySimple integration, it gave practices like Larson Dental the power to simplify their billing and provide a greater variety of payment options to patients. By leveraging the PaySimple + Open Dental integration, Larson Dental has saved time, streamlined payments, and saved money on credit card processing fees. PaySimple has also given them the power to view and manage their

financial health in real time, so they spend less time following up on payments and more time providing exceptional care to patients.

“With PaySimple, we save an average of 15-20 seconds processing each payment, eliminating unnecessary steps as well as mistakes and errors that can happen when manually processing credit cards. We are now also able to offer patients an ACH payment option, which gives them greater flexibility to pay the way they prefer.”

Dr. Cory Larson, DDS

“Credit card fees are pretty hard to determine, and before PaySimple we would try to keep track of the overall percentage based on the card the patient was using. PaySimple has offered us greater clarity and better rates.”

Dr. Cory Larson, DDS

Opportunity

As the owner and partner of a fourth-generation dental practice, Dr. Cory Larson, DDS was searching for a robust but convenient payment system for his office staff to use while serving several thousand patients in the Minneapolis area. He preferred a solution that could securely process both ACH and credit card payments, and that made it easy to collect both one-time and recurring payments. Specifically, he wanted to save time by enabling automated payment plans rather than manually processing multiple payments.

Dr. Larson had tested a handful of solutions prior to PaySimple, but none offered exactly what he needed. When his practice switched to Open Dental in 2016, he soon discovered that the PaySimple integration offered exactly what they had been looking for, all within the Open Dental platform.

“ The fact that we can set up an online payment form linked from our website is an added value. This helps us make it even more convenient for patients to pay, and prevents us from having to follow up on as many missed payments.”

Dr. Cory Larson, DDS

Solutions & Outcome

Today, Larson Dental uses the PaySimple integration to securely collect both ACH and credit card payments from patients. The practice can now bill patients on a one-time or recurring basis, and set up automatic payment plans with ease.

Since Larson Dental began using PaySimple in December of 2018, the practice has benefited from more streamlined billing and better choices for their customers. Whereas they previously could not accept ACH payments, PaySimple has made it effortless: patients can now pay either by credit card or ACH, giving them choices they previously did not have. They can also make online payments, something that had not been an option in the past.

Although Dr. Larson's practice had accepted credit cards in the past, it had always been a challenge to calculate and track the various credit card fees. PaySimple has changed that, offering greater clarity and more reasonable processing rates. Today, the practice saves time when accepting credit card payments through PaySimple, eliminating unnecessary steps and reducing potential errors.

Larson Dental now enjoys a more streamlined method for collecting payments and monitoring cash flow. They no longer need to manually update payments from their payment system and into the Open Dental platform, because everything is already synced and available in one place. They can also log into PaySimple to view every transaction in detail and resolve outstanding payments. PaySimple provides Larson Dental with a 360-degree view of their financial health, updated in real time.

Get Started with PaySimple

If you are ready to experience these benefits and more, reach out today. There's no better time than now to streamline your payments and billing for faster profits and improved operations at great cost.

[Get Started](#)